

Endline Evaluation of Partnership for Rural Integrated Development and Empowerment (PRIDE)

The Partnership for Rural Integrated Development and Empowerment (PRIDE) project focused on displaying the potential of the synergetic interplay between empowered citizens, a responsive state, and engaged markets in triggering a comprehensive change process. The project aimed at multi-stakeholder engagement to spearhead partnership building, protocol creation, upstream engagement with public systems, and attracting new age market-based social enterprises to foster physical and psycho-social change among the poor communities. The project was undertaken in 11 districts of 6 states, including Madhya Pradesh, Jharkhand, Chhattisgarh, Rajasthan, West Bengal, and Odisha.

Sambodhi was engaged in the program to conduct an endline evaluation of ten project blocks of Jharkhand, Chhattisgarh, Rajasthan, West Bengal, and Odisha. An extensive evaluation study was planned to measure the effectiveness of the interventions. The study evaluated the initiative's success in achieving its intended objectives at the endline.

Sambodhi used a quasi-experimental Difference-in-Difference (DID) design for the study. A DID estimator was used to evaluate the effects of interventions and other treatments of interest on the outcome variable. The tools had already been piloted and administered during the baseline evaluation done in 2016. The finalized tool was translated into Hindi, Oriya, and Bengali. Tools developed for the study were thoroughly tested to ascertain their suitability in actual field conditions.

A survey of 4,760 households was conducted. In Jharkhand, impact evaluation using DID was done by identifying five treatments and five control blocks. In contrast, the mapping of key performance indicators was done based on the baseline estimates for the other states. The treatment villages were sampled using probability-proportional-to-size (PPS) sampling. This methodology helped assess, evaluate, and attribute the changes brought about by the program. Individual case stories were also collected for people who had experienced a significant difference in their livelihoods because of the program. A detailed data analysis was done, and a detailed report was submitted.